(Caption of Case) Application of Velocity The Greatest Phone Company Ever, Inc. for a Certificate of Public Convenience and Necessity for Authority to Operate as a Reseller of Local Exchange and Interexchange Telecommunications Services, and for Alternative Regulation (Caption of Case) (Caption of Case) (Page 1977) (Page 297) (Page 29		BEFORE THE PUBLIC SERVICE COMMISSION OF SOUTH CAROLINA COVER SHEET DOCKET NUMBER: 2009 - 380 - C		
(Please type or print)	onnon Esquiro	SC Bar Number: 71181		
Submitted by: Sue-Ann G. Shannon, Esquire		Telephone: 803-799-	-9800	
Address: McNair Law Firm, F	P. A.	-	753-3219	
P. O. Box 11390		Other:		
Columbia, SC 2921	1	Email: sshannon@mcnair.r	net	
DC Emergency Relief demanded Other: INDUSTRY (Check one)	in petition ex	equest for item to be placed on peditiously		
		RE OF ACTION (Check all th		
Electric	Affidavit	Letter	Request	
Electric/Gas	Agreement	Memorandum	Request for Certification	
Electric/Telecommunications Electric/Water	Answer	Motion	Request for Investigation	
Electric/Water/Telecom.	Appellate Review	Objection	Resale Agreement	
Electric/Water/Sewer	Application Brief	Petition Petition for Reconsideration	Resale Amendment Reservation Letter	
Gas	Certificate	Petition for Rulemaking	Response	
Railroad	Comments	Petition for Rule to Show Cause	Response to Discovery	
Sewer	Complaint	Petition to Intervene	Return to Petition	
☐ Telecommunications	Consent Order	Petition to Intervene Out of Time	Stipulation	
Transportation	Discovery	☐ Prefiled Testimony	Subpoena	
Water	Exhibit	Promotion	☐ Tariff	
□ Water/Sewer	Expedited Consideration	Proposed Order	Other:	
Administrative Matter	☐ Interconnection Agreement	Protest		
Other:	Interconnection Amendment Late-Filed Exhibit	Publisher's Affidavit		
	Print Form	Reset Form		



Sue-Ann G. Shannon

sshannon@mcnair.net T (803) 799-9800 F (803) 753-3219

November 19, 2009

Charles L. A. Terreni Chief Clerk and Administrator South Carolina Public Service Commission 101 Executive Center Drive Suite 100 Columbia, South Carolina 29210

RE:

Application of Velocity The Greatest Phone Company Ever, Inc. for a Certificate of Public Convenience and Necessity for Authority to Operate as a Reseller of Local Exchange and Interexchange Telecommunications Services, and for Alternative Regulation Docket No. 2009-380-C

Dear Mr. Terreni:

Enclosed for filing on behalf of Home Telephone Company, Inc., please find the Direct Testimony of Denny V. Thompson in the above-referenced docket. By copy of this letter and Certificate of Service, a copy is being served on all parties of record.

Thank you for your assistance.

Sincerely,

McNAIR LAW FIRM, P.A.

McNair Law Firm, P. A. The Tower at 1301 Gervais 1301 Gervais Street, 11th Floor Columbia, SC 29201

m

Sue-Ann G. Shannon

Mailing Address P.O. Box 11390 Columbia, SC 29211

mcnair.net

cc:

SGS:rwm Enclosures

Parties of Record

BEFORE THE

PUBLIC SERVICE COMMISSION OF

SOUTH CAROLINA

Docket No. 2009-380-C

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)

DIRECT TESTIMONY OF DENNY V. THOMPSON

- 1 Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.
- 2 A. My name is Denny V. Thompson. My business address is 579 Stoney Landing
- Road, Moncks Corner, South Carolina 29461.

4

- 5 Q. BY WHOM AND IN WHAT CAPACITY ARE YOU EMPLOYED?
- 6 A. I am employed by Home Telephone Company, Inc. ("Home Telephone") as the
- 7 Director of Administrative Services.

8

- 9 Q. PLEASE BRIEFLY OUTLINE YOUR EDUCATION, TRAINING, AND
- 10 EXPERIENCE IN THE TELECOMMUNICATIONS INDUSTRY.
- 11 A. I earned a Bachelor of Science in Accounting from Charleston Southern
- 12 University. I began my telecommunications career at Home Telephone in June
- of 1989 performing cost and general accounting. I have also previously worked

as the Company's CABS (Carrier Access Billing System) Coordinator, as well as its Personnel Director. I have held the Director of Administrative Services position since April 2006, and my primary responsibilities include overseeing accounting, human resources, data processing, and regulatory activities.

6 Q. ON WHOSE BEHALF ARE YOU TESTIFYING TODAY?

A. I am appearing on behalf of Home Telecom, Inc., and Home Telephone Company, Inc. (collectively referred to herein as "Home").

Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY BEFORE THIS COMMISSION?

A. The purpose of my testimony is to present Home's position with respect to the use of Applicant's corporate name in its request to provide interexchange and local exchange telecommunications services throughout the State of South Carolina. Home believes granting the Application would have an adverse impact on the public interest and the Application should, therefore, be denied.

Q. WHAT IS HOME'S POSITION IN THIS MATTER AND WHY DOES IT OPPOSE THE APPLICATION?

A. Velocity The Greatest Phone Company Ever, Inc., has asked the Commission to grant it a Certificate of Public Convenience and Necessity to provide interexchange and local exchange telecommunications services throughout the State of South Carolina. Home Telephone Company, Inc., is an incumbent local

exchange carrier and a rural telephone company operating in its designated service area in South Carolina, which is located in parts of Berkeley and Dorchester Counties. Home Telecom, Inc., is an affiliate of Home Telephone Company, Inc., and is authorized to provide interexchange and competitive local exchange services in South Carolina.

Home currently offers a service product known as "Velocity" in certain areas served by Home Telephone Company, Inc., and Home Telecom, Inc. Allowing Velocity to operate in areas presently served by Home and to provide services similar to those currently being offered by Home would result in a likelihood of confusion for customers or prospective customers. The two names or marks are confusingly similar and the great likelihood of confusion would not be in the public's interest.

- Q. WHAT IS THE BASIS FOR HOME'S POSITION THAT APPLICANT'S NAME AND HOME'S SERVICE MARK ARE CONFUSINGLY SIMILAR AND THAT GRANTING THE APPLICATION WOULD NOT, THEREFORE, BE IN THE PUBLIC'S INTEREST?
- **A.** In making a determination whether to grant authority to provide 20 telecommunications services, Section 58-9-280(B) of the South Carolina Code of 21 Laws requires, in part, that the proposed service "not otherwise adversely impact 22 the public interest." S.C. Code Ann. § 58-9-280(B)(5) (Supp. 2008). Granting

¹ Home's product service mark is known as "Velocity," and includes a tagline that reads, "Keeping Homes Ahead of Their Time."

the Application of "Velocity The Greatest Phone Company Ever" will likely lead to customer confusion between Velocity The Greatest Phone Company Ever and Home's Velocity service product. Moreover, the name, "Velocity The Greatest Phone Company Ever," will likely misrepresent the nature, characteristics, quality, or origin of services between Velocity The Greatest Phone Company Ever and Home's Velocity service product.

Home has been actively using the name, "Velocity," in certain areas of the State since February 2009. Home has expended considerable resources in marketing its Velocity product in the respective service areas, including but not limited to, direct mail marketing, bill inserts, billboards, and using the Velocity logo on company vehicles. Examples of bill inserts and other marketing information displaying the Velocity service mark are included at Exhibit A, which is attached to this testimony.

It would be contrary to the public interest for this Commission to certify a carrier to provide telecommunications services in South Carolina if the carrier has a name that is likely to cause customer confusion and misrepresent the nature, characteristics, quality, or origin of services in connection with services already being offered in South Carolina by other certificated carriers.

Q. HAS HOME TAKEN STEPS TO PROTECT ANY INTEREST OR RIGHTS IT MAY HAVE IN ITS SERVICE MARK?

Yes. I understand it is not necessary to register a service mark in order to assert a legal interest in the mark. However, in addition to actually using the service mark, Home has taken the extra step of filing an Application for Registration of a Service Mark with the Office of the South Carolina Secretary of State. A copy of that Application, as filed, is attached hereto as Exhibit A. Issuance of the Certificate of Registration by the South Carolina Secretary of State is pending, but a search of the Secretary of State records for the term, "Velocity," found no previously-filed request for a trademark or service mark for use in South Carolina. As mentioned above, Home has been actively and continuously using the service mark since February of this year. It does not appear that Velocity The Greatest Phone Company Ever has marketed or otherwise held itself out as a telecommunications services provider in South Carolina, and its Application for service was only filed with this Commission on September 8, 2009.

A.

A.

Q. HAS A STIPULATION BEEN ENTERED INTO IN THIS PROCEEDING?

Yes. Velocity has entered into a stipulation with the South Carolina Telephone Coalition, of which Home Telephone Company, Inc., is a member, whereby Velocity agrees, in part, that it will not provide any local service to a customer in a rural incumbent local exchange carrier's service area, unless and until it satisfies certain conditions. Nevertheless, Home Telecom is authorized to provide services in AT&T's service area, which appears to overlap the proposed service area of Velocity The Greatest Phone Company Ever.

1 Q. IS THERE ANYTHING YOU WOULD LIKE TO ADD TO YOUR TESTIMONY?

A. Home is very concerned about the impact this filing could have on customers
within our service areas. Approval of the Application of Velocity The Greatest
Phone Company Ever will very likely have adverse consequence to customers
because of the significant risk that a local exchange and interexchange services
carrier using the name Velocity is likely to be confused by the public as being
related to Home's Velocity service mark.

8

- 9 Q. DOES THIS CONCLUDE YOUR TESTIMONY?
- 10 **A.** Yes, it does.

EXHIBIT 'A' TO DIRECT TESTIMONY OF DENNY V. THOMPSON DOCKET NO. 2009-380-C



November 2, 2009

Douglas W. Kim

dkim@mcnair.net T (864) 271-4940 F (864) 271-4015

Office of the Secretary of State .Attn: Trademarks Division P.O. Box 11350 Columbia, SC 29211

SC State Service Mark Application for Registration

Mark: VELOCITY Keeping Homes Ahead of Their Time

Applicant: Home Telephone Company, Inc.

Our Ref: 005423.00002

Dear Sir

Enclosed for filing, please find an Application for Registration of a Service Mark for "VELOCITY Keeping Homes Ahead of Their Time". Also enclosed are three (3) identical specimens of the mark and our firm check No. 18197 in the amount of \$15 in payment of the filing fee.

Please send the Certificate of Registration to my attention at P.O. Box 447, Greenville, SC 29602.

With kindest regards,

McNAIR LAW FIRM. P.A.

Douglas W. Kim

DWK:df Enclosures

McNair Law Firm, P. A. Poinsett Plaza, Suite 700 104 South Main Street Greenville, SC 29601

> Mailing Address P.O. Box 447 Greenville, SC 29602

> > monair.net

STATE OF SOUTH CAROLINA

APPLICATION FOR REGISTRATION OF A TRADEMARK OR SERVICE MARK

Original: \$15 per mark, per class Check one:

	newal: \$5 [] Trademark or [✔] Service Mark signment: \$3
1.	Name of Applicant: Home Telephone Company, Inc.
2.	Applicant's principal place of business address: 579 Stoney Landing Road
	Moncks Corner, South Carolina 29461
·- :	
3.	Applicant's place of business address in South Carolina, if any: 579 Stoney Landing Road
:	Moncks Corner, South Carolina 29461
4.	Applicant is:
	[] an individual or sole proprietor
٠.٠	✓ a corporation duly organized under the laws of the State of South Carolina
1.	[]a partnership duly organized under the laws of the State of
	Names of General Partners:
	[] a Limited Liability Company duly organized under the laws of the State of
	[] other
	Describe the mark, including any literal and/or design elements if claimed:
•	(Keeping Homes Abeed of Their Time) The actual goods or services in connection with which the mark is used (i.e., shoe laces, cat food, heating repair services, baby-sitting services, etc.). Telecommunication Services including:
	telephone, internet access, cable television, wireless communications and security services
	The mode or manner in which the mark is used (i.e., labels, advertisements, brochures, etc.):
	In the marketing and distribution of the services
	The class(es) in which the goods or services fall (see attached):
	39-15-1150(C)(4)

The mark, with respect to the goods or service predecessor in interest as follows (include month,	s identified above, was first used by applicant or day, and year):
Date of first use anywhere: Feb. 28, 2009 Date	of first use in South Carolina: Feb 28, 2009
Date of first use anywhere, 125, 20, 2007 Date	
10. Has the applicant, or any predecessor in interest portions of the mark or a composite of the mark w	st, ever filed an application to register the mark or ith the United States Patent and Trademark Office?
[]YES I∕]NO	
If you answered "YES", please provide the fuence and status of each application. If an application not resulted in registration, please state the re-	all particulars including the filing date, serial number tion was finally refused registration or has otherwise eason for this:
11. Please enclose three (3) original, identical specim	ens showing the mark as actually used:
DECLARATION	
the contents thereof and that the facts set out herein mark submitted are true and correct, that the applications. Additionally, to knowledge of the person verify this mark either federally or in this State, or has the resemblance as to be likely, when applied to the good or to cause mistake or to deceive:	int is the owner of the mark, and that the mark is in ing this application, no other person has registered right to use this mark in its identical form or in near
	W.K.*hao.
Sworn to and subscribed before me	Signature
this <u>21</u> day of <u>0.27</u> , <u>2.009</u>	
Ylaria fannerer.	H. Keith Oliver
Notary Public of South Carolina	Name
My Commission Expires: 3/9/16	Sr VP Corporate Operations
	(843) 761-9100 Telephone Number
	10/31/09
그는 사람은 현재하는 사람들의 한 사람들은 한 경험이다. 프로마 : 1985년 - 1985년 전 : 1985년 대학생 : 1985년 1	Date
gan i kasatan katangan b <mark>no</mark>	
THE ACCEPTANCE OF A TRADEMARK OR SERV	ICE MARK FOR REGISTRATION BY THE OFFICE OF THE

THE ACCEPTANCE OF A TRADEMARK OR SERVICE MARK FOR REGISTRATION BY THE OFFICE OF THE SECRETARY OF STATE PROVIDES THE OWNER WITH A RIGHT TO USE SUCH MARK IN THE STATE OF SOUTH CAROLINA ON THE GOODS AND SERVICES IDENTIFIED IN THE REGISTRATION APPLICATION. HOWEVER, THE OFFICE OF THE SECRETARY OF STATE DOES NOT SEARCH OTHER STATE OR FEDERAL REGISTRATIONS, INTERNET DOMAIN NAMES OR OTHER COMMON LAW (UNREGISTERED) USERS, THEREFORE, RIGHTS GRANTED BY THIS REGISTRATION MAY BE AFFECTED OR PREEMPTED BY PRIOR USE OR OTHER REGISTRATION OF THE MARK.

TRADE-TRADEMARK REGISTRATION doc

Form Revised by South Carolina Secretary of State, June 2004 MCNAIR LAW FIRM, P.A. 7 NORTH LAURENS STREET, SUITE 600 GREENVILLE, SC 29601 Bank of America.

67-448/539

PAY Fifteen and NO/100 Dollars ************************

DATE 11-02-09

AMOUNT

****\$15.00****

TO THE ORDER OF South Carolina Secretary of State

"018197" 1:0539044831: 0007330486881

MCNAIR LAW FIRM, P.A. GREENVILLE, SC 29601

18197

State Service Mark Application filing fee for "VELOCITY Keeping Homes Ahead of Their Time"

File No. 005423.00002



VELOCITY

(Keeping Homes Ahead of Their Time

VELOCITY is HERE and ready to "Future Proof" your world

VELOCITY, Fiber To The Home from HOME, is a thousand times faster than DSL and Cable! Best of all your trusted name in Telephone, Internet, Cable TV, Wireless and Security services now provides this incredible technology! That's just the beginning.



TELEPHONE - INTERNET - CABLE TV - WIRELESS - SECURITY

And Now Your Single-Source for VELOCITY

Customer Service **843-277-7307** 225 Seven Farms Dr. Daniel Island, SC 29492

Customer Service 843-761-9101, 843-471-2200 579 Stoney Landing Rd. Moncks Corner, SC 29461 2750 Hwy S2, Moncks Corner, SC 29461



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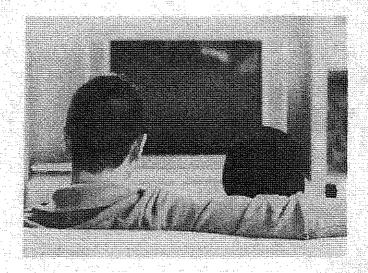


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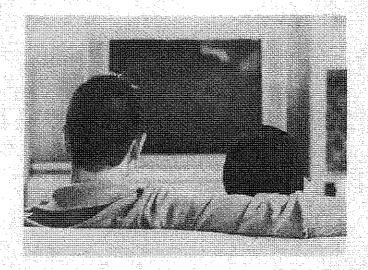
From HOME, Your FTTH Future-Proof Solution

HOME FITH technologies replace slower broadband technologies to deliver voice, data, and video at speeds that will keep homes far ahead of their time. And for things like the Internet, networking, digital television, HDTV, Home Security, the home office and more.

- Data speeds way beyond that of conventional copper or coax
- Less margin of error
- Works over further distances
- Life span decades beyond conventional technologies

When It Comes To the Future, You're Already HOME

Learn more about **VELOCITY** from HOME. And take your home to the height of value, technology and speed.



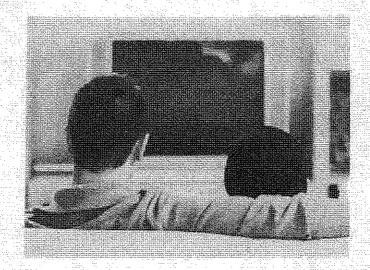
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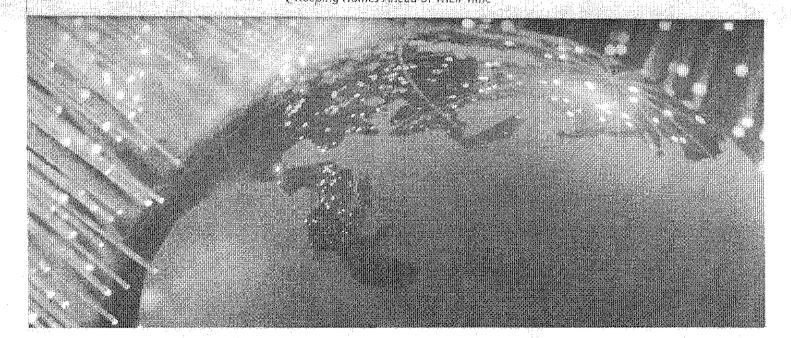
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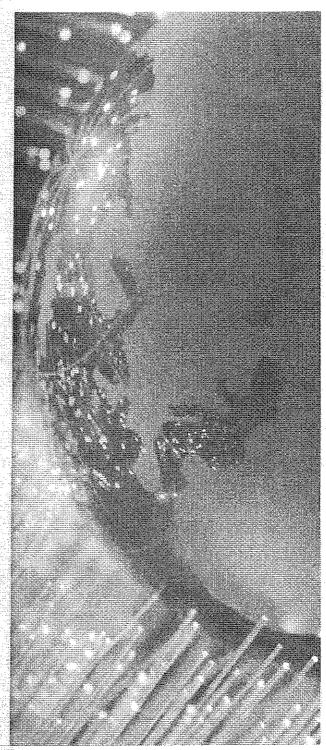


VELSCITY (Keeping Homes Ahead of Their Time



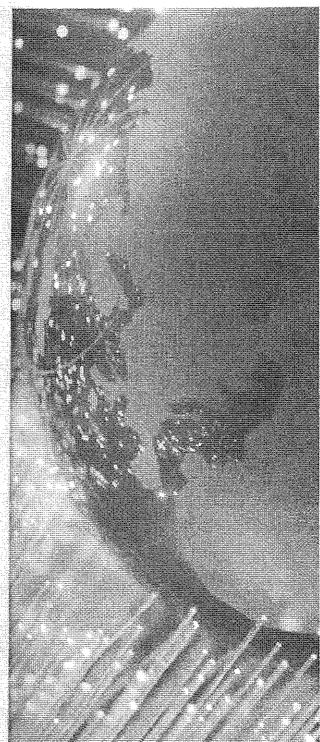


Keeping Homes Ahead of Their Time





VEPLOCE THEIR TIME



FTTH - An Important Decision for DEVELOPERS Ahead of Their Time.

Fiber to the Home is becoming not just a neighborhood necessity, but a global one. It's a decision being made by developers worldwide to ensure every project they design becomes "future proof." In fact, according to a recent release by the FTTH Council's annual conference, the number of economies where Fiber to the Home has established a significant and growing market presence has nearly doubled over the past 18 months. To learn more on why FTTH is a decision that will make your developments state-of-the-art, in demand and of lasting value, read this brochure, and/or talk to a HOME Representative today.



www.HomeSC.com

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And Now... One of the Few Providers of Fiber To The Home (FITH) Technology

The trusted name in Telephone, Internet, Cable TV, Wireless and Security services now provides the ultimate in FTTH Technologies, VELOCITY. How is it different from the way many homes get their voice, data, video and more? For starters, VELOCITY is a thousand times faster than DSL and Cable Modems!

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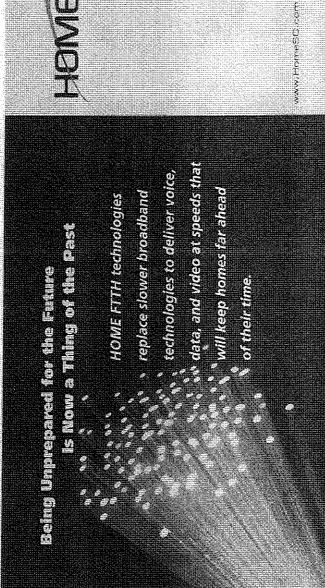


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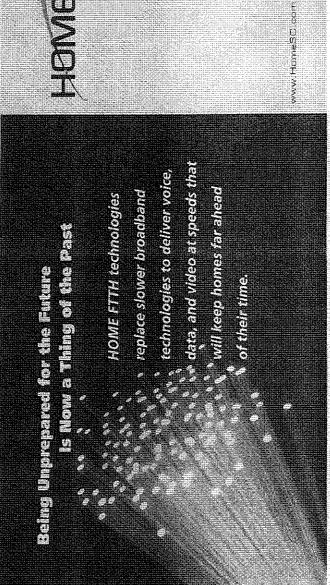


EVIVE of the Future-Proof Solution

Imagine a home so ahead of its time that no matter what kind of technology came about, it was ready for it, VELOCITY actually "future proofs" your home so that it accepts the newest technologies and those still to be developed. That not only savés time, money and

an additional \$5,000 to adds value to the home future – reports state now and far into the frustration, but also \$10,000 per home!





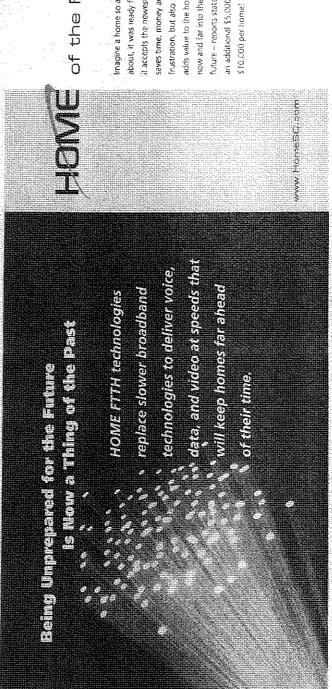


FONE of the Future-Proof Solution

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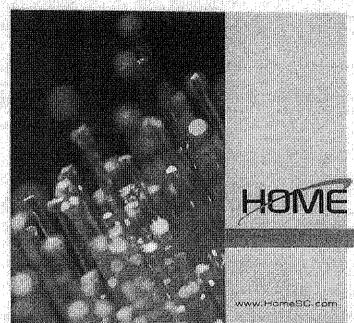


Going the Distance At a Much Faster Rate

- FITH from HOME offers fantastic levels of bandwidth
- Less margin of error
- · Works over further distances
- Longer life span

Improving Life At the Speed of Light

- Optical fiber delivers its data via pulses of light
- Information carrying capacity of FITH is unlimited
- High bandwidth potential optical fiber can provide phone, TV, Internet, security, and home automation with a single fiber cable.
- All at speeds that make other homes, "practically obsolete"



When It Comes To the Future, YOU'RE ALREADY HOME

HOME is your one-source service provider for a full world of communications, voice, data; video and so much more. And, as Neighbors Serving Neighbors, service is fast efficient, professional and affordable. To learn more about the incredible speeds of VELOCITY – or any of the many phone, internet, cable TV, wireless and security services we provide, contact us today.

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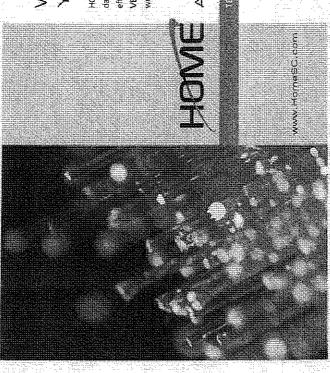
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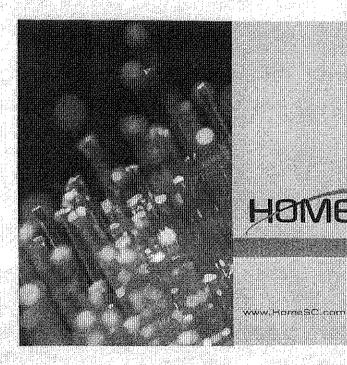
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Mr. John Doe 123 Main Street Charleston, SC

BEFORE THE PUBLIC SERVICE COMMISSION OF SOUTH CAROLINA

DOCKET NO. 2009-380-C

In the Matter of Application of Velocity The Greatest)	
Phone Company Ever, Inc. for a Certificate of Public)	
Convenience and Necessity to Provide Interexchange)	CERTIFICATE
and Local Exchange Telecommunications Services)	OF SERVICE
and for Flexible and Alternative Regulation of Local)	or service
and Interexchange Service Offerings)	
)	

This is to certify that I, Rebecca W. Martin, an employee with the McNair Law Firm, P. A., have this date served one (1) copy of the attached Direct Testimony of Denny V. Thompson in the above-referenced matter to the persons named below by causing said copy to be deposited with the United States Postal Service, first class postage prepaid and affixed thereto, and addressed as shown below.

Scott Elliott, Esquire Elliott & Elliott, P.A. 721 Olive Street Columbia, South Carolina 29205

Nanette S. Edwards, Esquire Office of Regulatory Staff Post Office Box 11263 Columbia, South Carolina 29211

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November 19, 2009

Columbia, South Carolina